



AMAZON.008C1

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Jacobi et al.  
Appl. No. : 09/850,263  
Filed : May 7, 2001  
For : PERSONALIZED  
RECOMMENDATIONS OF  
ITEMS REPRESENTED  
WITHIN A DATABASE  
Examiner : Donald Champagne

Group Art Unit: 3622

Confirmation No.: 1552

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MAY 20 2004

**GROUP 3600**

AMENDMENT AND RESPONSE TO OFFICE ACTION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on February 5, 2004, please reconsider the above-referenced application in view of the following amendments and remarks:

05/19/2004 LWONDIMI 00000015 09850263

02 FC:1251

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